

EXCALIBUR AWARDS

PRSA Buffalo Niagara

Student Tactics Judging Form

Title of Entry: _____

School: _____

JUDGING CRITERIA

For each section below, assign a score between 0 and the total points allowed in the category. Tally the points for a grand total (not to exceed 31). Judge's comments are optional.

** Every entry should be judged on its own merit and not in comparison to others **

1. PLANNING/CONTENT

Score = _____ Points (out of 10)

- Statement of objectives and goals
- Target audiences
- Clear strategy stated or implied

Judge's Comments (Optional):

2. EXECUTION/CREATIVITY/QUALITY

Score = _____ Points (out of 15)

- Messages tie to objectives
- Content substantive, understandable, consistent and appropriate for audience
- Uniqueness of tactic
- Graphic or communication elements set entry apart
- Effective use of resources
- Difficulties encountered

Judge's Comments (Optional):

3. RESULTS & EVALUATION Score = _____ Points (out of 5)

- Accomplishment of objectives
- Efforts undertaken to identify, analyze, and quantify results
- Efforts taken to explain how the project was over or under budget

Judge's Comments (Optional):

4. TECHNICAL COMPLIANCE Score = _____ Point (out of 1)

- Entry is well prepared (well written, includes proper documentation, etc.)

Grand Total = _____
(Max. 31 Points)

Additional Comments (Optional):